

**DECLARATION AND POWER OF ATTORNEY**

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

We believe that we are the original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention, design or discovery entitled:

ON-LINE METHOD AND APPARATUS FOR ANALYZING TRANSACTIONAL AND  
DEMOGRAPHIC DATA  
the specification of which is attached hereto;

We have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above; and

We acknowledge our duty to disclose to the Patent and Trademark Office all information known to us which is material to patentability as defined in 37 C.F.R. § 1.56 (a).

We hereby claim foreign priority benefits under 35 U.S.C. § 119(a) of any foreign application(s) for patent or inventor's certificate listed below and have also identified any foreign application(s) for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

NONE

We hereby claim provisional priority benefits under 35 U.S.C. § 119(e) of any provisional application(s) for patent or inventor's certificate listed below and have also identified any provisional application(s) for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

NONE

We hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application(s) in the manner provided by the first paragraph of 35 U.S.C § 112, I acknowledge the duty to disclose material information as defined 37 C.F.R. § 156 (a) which occurred between the filing date of the prior application(s) and the national or PCT international filing date of this application:

NONE

002327-42034250

We hereby appoint:

Gregory M. Howison, Reg. No. 30,646  
Roger N. Chauza, Reg. No. 29,753  
Mark W. Handley, Reg. No. 36,821  
John J. Arnott, Reg. No. 39,095  
Stephen S. Mosher, Reg. No. 33,974  
William Gustavson, Reg. No. 29,160

of the firm HOWISON, CHAUZA, HANDLEY & ARNOTT, L.L.P., my attorneys with full power of substitution and revocation, to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith, and to file and prosecute any international patent applications based thereon in any foreign country or before any international authorities under the Patent Cooperation Treaty.

Send Correspondence To:

HOWISON, CHAUZA, HANDLEY & ARNOTT, L.L.P.  
P.O. Box 741715  
Dallas, Texas 75374-1715

Direct Telephone Calls To:

Gregory M. Howison  
at (972) 479-0462  
Atty. Docket No. EXEM-25,499

We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of the First Joint Inventor: **Josh Ellinger**

Inventor's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Residence (City, State):

Citizenship: U.S.A.

Post Office Address:

Full name of the Second Joint Inventor: **Frank Smejkal**

Inventor's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Residence (City, State):

Citizenship: U.S.A.

Post Office Address:

Post Office Address: 4002 Avenue C, Austin, Texas

**STATEMENT CLAIMING SMALL ENTITY STATUS --  
SMALL BUSINESS CONCERN**

I hereby declare that I am an official of the small business concern identified below and am empowered to act on behalf of the concern:

Exemplar Technologies, Inc.  
1215 Castle Hill  
Austin, Texas 78703

I hereby declare that the above-identified small business concern qualifies as a small business concern as defined in 37 C.F.R. § 1.9 (d), for purposes of paying reduced fees, in that (1) the number of employees of the concern including those of its affiliates, does not exceed 500 persons, and (2) the concern has not assigned, granted, conveyed, or licensed, and is under no obligation under contract or law to assign, grant, convey or license, any rights in the below-identified invention to any person who could not be classified as an independent inventor if the person had made the invention, or to any concern which would not qualify as a small business concern or as a nonprofit organization. For purposes of this statement, (1) the number of employees of the business concern is the average over the previous fiscal year of the concern of the persons employed on a full-time, part-time or temporary basis during each of the pay periods of the fiscal year, and (2) concerns are affiliates of each other when either directly or indirectly, one concern controls or has the power to control the other, or a third party or parties controls or has the power to control the other, or a third party or parties controls or has the power to control both.

I hereby declare that exclusive rights to the invention have been conveyed to and remain with the small business concern identified above with regard to the invention, entitled  
ON-LINE METHOD AND APPARATUS FOR ANALYZING TRANSACTIONAL AND  
DEMOGRAPHIC DATA

and for which application for Letters Patent of the United States is to be filed of even date herewith by inventor(s), Josh Ellinger, Frank Smejkal, and Stephen Piche.

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small business entity is no longer appropriate. (37 C.F.R. § 1.29 (b)).

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and may jeopardize the validity of the application or any patent issuing thereon.

Exemplar Technologies, Inc.

By: \_\_\_\_\_

Its: \_\_\_\_\_

Date: \_\_\_\_\_